



Commercial Sponsorship Policy

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Signed by:

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Chair of governors

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Statement of intent

Queen's Hill Primary and Nursery School is aware that commercial sponsorship can be an effective way of accessing funding and resources in the best interests of pupils at the school. They can help to bolster the school's relationship with the wider community and provide opportunities to enrich the educational provision offered at the school by utilising the skills and experience found in community organisations.

The school is also aware, however, of the importance of ensuring that all commercial sponsorship arrangements entered into align with the school's ethos and values, reflect the standards of ethics and care expected by the government of schools in England, and put the best interests of pupils first.

For the purposes of this policy, "**commercial sponsorship**" is defined as an investment, whether monetary or in terms of products and services, from a commercial organisation in return for access to commercial potential that can be achieved through school activities defined through a sponsorship agreement in place with a commercial partner.

Due to the school's position as a public body providing education to children, the provision of "**commercial potential**" will be limited to neutral publicity which does not explicitly endorse the organisation over any competitors.

1. Legal framework

This policy has due regard to all relevant legislation and statutory guidance including, but not limited to, the following:

- DfE (2021) 'Governance handbook'

This policy operates in conjunction with the following school policies:

- Finance Policy
- Safeguarding Policy

2. Roles and responsibilities

The governing board is responsible for:

- Determining the criteria that any commercial organisation will be required to meet in order to sponsor the school.
- Providing final approval of commercial organisations' suitability to work with the school.

The headteacher is responsible for:

- Ensuring that the school's website hosts contact details and instructions for commercial organisations to get in contact where they wish to sponsor the school.
- Conducting initial assessments of the suitability of commercial organisations to sponsor the school.
- Making a recommendation to the governing board on the suitability of the commercial organisation to sponsor the school.
- Ensuring that a commercial partnership liaison officer is appointed to manage the partnership between the school and commercial partner.

The SBM is responsible for:

- Ensuring that a written agreement is in place to define the parameters of the partnership between the school and the commercial organisation.

The commercial partnership liaison officer is responsible for:

- Ensuring that the school and all commercial partners uphold their responsibilities under their partnership agreements.
- Being the point of contact for all concerns and queries from commercial partners.
- Holding catch-up meetings with commercial partners at least annually.

3. Sponsorship criteria

The school will remain aware of its responsibility to uphold public trust and prioritise the best interests of pupils when entering into, and maintaining, sponsorship relationships.

The headteacher will assess any potential sponsorship to ensure that partnerships are only developed with organisations whose aims, ethos and values complement those of the school.

The governing board will only approve partnerships with commercial organisations that meet the following criteria:

- The organisation's activities, products and/or services are age-appropriate for the pupils who attend the school
- The organisation has a positive public reputation
- The organisation complies with all relevant legislation, e.g. safeguarding legislation where it will have contact with pupils and data protection legislation where it will process any data on behalf of the school
- There are no conflicts of interest between the organisation and a member of the governing board, SLT or staff – or, where there is a conflict of interest, this has been declared and managed in line with the Conflicts of Interest Policy

The school will not enter into any form of partnership with the following:

- Political parties
- Political or social pressure groups, or any organisation with a political focus
- Organisations selling tobacco, nicotine, drug and alcohol products
- Organisations publicly known to have engaged in human rights violations, or unacceptable environmental or ecological harm
- Organisations which promote or provide opportunities for gambling
- Organisations which promote or provide opportunities for engaging in any activity that would be illegal for children under the age of 18, e.g. watching pornography
- Organisations that undermine the government's healthy eating standards for schools

4. Partnership agreement

The SBM will ensure that a partnership agreement is in place to define the parameters of the relationship between the school and the commercial organisation, seeking legal consultation as and when required.

All partnership agreements will explicitly detail:

- The school's responsibilities to provide commercial potential for the organisation.
- What the sponsor will provide to the school in return for said commercial potential.
- What the school will not do in terms of providing commercial potential, e.g. endorsing the organisation over competitors.
- The boundaries that must be respected in terms of the organisation's access to the school.
- How and under what circumstances the agreement can be dissolved.
- How any breaches of the agreement will be handled.
- Any relevant payment schedules, where funding is being provided from the organisation to the school.

The commercial partnership liaison officer will be the point of contact at the school for sponsoring organisations, and will oversee the partnership and the adherence to the agreement of both parties. The commercial partnership liaison officer will ensure that regular meetings to catch up with the organisation and review all parties' views on the arrangements are held least annually.

The school will ensure that partnership agreements do not explicitly preclude the school from being able to partner with competitor organisations.

The SBM and headteacher will conduct formal reviews of all partnership agreements annually. Where it is decided that a partnership will be terminated, the procedures outlined in the specific partnership agreement will be followed.

5. Publicity and marketing

The school will ensure that any publicity given to sponsors through commercial partnerships is proportionate and adheres to the school's ethos and values. The school will only host publicity material for the commercial partner which does not:

- Directly state that the school endorses the partner.
- Explicitly encourage pupils, parents and/or school stakeholders to purchase the product or service the commercial partner provides.
- Include explicit sales messages, such as those which discuss the commercial partner's market position relative to competitors.
- Make claims that the commercial partner's product is superior to others.
- Suggest that the sponsor is the only supplier of that type of product or service.

The school will ensure that any publicity material which features the logo of the commercial organisation, e.g. sports kits or promotional posters for a sponsored event, does so in such a way that the school's logo is the biggest and most prominent logo on the material. The school will also ensure that all featured logos of sponsors are the same size, receive the same amount of space and that, as far as design permits, no logo or organisation is given more priority in publicity than others.

6. Communication with pupils

The school will decide on a case-by-case basis, taking into account the activities of the organisation, and any products or services sold by the organisation, whether it is appropriate to allow the organisation to have communication channels with pupils, e.g. hosting an assembly for pupils.

The school will ensure that any communication between the organisation and pupils is appropriate for the pupils' ages and is informative and/or educational. The school will ensure that parents and pupils are aware that communication between the organisation and pupils does not constitute endorsement of the product or service provided by the organisation over any competitors, and the commercial partnership liaison officer will ensure that the organisation is fully aware that it must not directly encourage pupils to purchase any particular product or service during communication.

The school will ensure that any communication between the organisation and pupils is supervised by school staff with DBS enhanced checks.

In line with the Safeguarding Policy, the school will ensure that the organisation is compliant with all safeguarding requirements relevant to the nature of its organisation.

7. Conflicts of interest

The school will ensure that sponsorship opportunities are offered equally to all organisations within the local community, and that the suitability of all commercial organisations for partnership with the school is assessed objectively and fairly based on the governing board's criteria.

The school will ensure that any conflicts of interest, real or perceived, that could arise from any form of arrangement with a commercial partner is handled proportionally to the conflict.

The school will not actively seek sponsorship partnerships with commercial organisations connected with staff, governors or pupils; however, it will assess them fairly and on the same terms as any other organisation when they make formal requests.

Where a potential commercial partner has made a formal request to sponsor the school, members of staff and governing board will be expected to declare conflicts of interest. Declared conflicts of interest will be recorded, and will be managed appropriately and on a case-by-case basis, e.g. by ensuring that the individual with a conflict of interest is not involved in the assessment and/or approval of the partnership.

The school will ensure that its website makes it clear that requests to sponsor the school can be made by any organisation that meets the [criteria](#) and that the school's sponsorship by an organisation does not preclude that organisation's competitors from making a formal request to sponsor the school.

8. Monitoring and review

This policy will be reviewed on an annual basis by the governing board and the headteacher.

The next scheduled review date is **14/07/2023**